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JB Capital: M&A Advisory Alert: Apollo Global Management owned Planetcast strategic investment in Desynova

Apollo Global Management majority owned Planetcast Media Services, a leading broadcast technology and media services provider in India and Southeast Asia, announced that it has strategically invested in Desynova, a cutting-edge, cloud-native content lifecycle platform. Desynova's solutions and services, including its Contido platform, a cloud-native content lifecycle management platform designed to handle video processing & publishing across multiple platforms seamlessly enables Planetcast to strengthen and expand its cloud-based content management capabilities for the global marketplace.

"Desynova is a perfect addition for Planetcast through providing us with an agile, collaborative, cloud-native technology married to an intuitive UI that makes managing post-production and playout workflows smooth and seamless. While the Contido platform from Desynova broadens our solutions and services portfolio, it also brings marquee new customers and adds a significant boost to our global expansion plans," says Sanjay Duda, CEO of Planetcast Media Services.

"It's been a fabulous journey from incorporation in the year 2017 to developing and providing a next-generation cloud content life cycle platform for customers, including Asia's largest broadcast network and the world's largest OTT platform," says Balu Ramamurthy, CEO & Founder of Desynova. "Our ultimate goal has always been to see as many as possible of the world's leading media and entertainment brands deploying our solutions and services. Desynova's Contido enables its customers to reach any screen, at any time, with any content from any location in the world — and to maximize consumer value and return on their valuable video assets.

Utsav Baijal, Partner & Head of India Private Equity at Planetcast Media Services' owner Apollo Global Management notes: "We support the exciting strategic investment in Desynova, which broadens Planetcast's already extensive services and solutions portfolio to further accelerate the company's global expansion plans."

Jatin Bery, Managing Partner at boutique advisory firm, JB Capital which is focused on creating win-win solutions for its clients, primarily as a specialist on Mergers & Acquisitions transactions. "The Planetcast-Desynova transaction creates strategic value and synergies which are critical for any inorganic strategy to succeed"

JB Capital was the sole financial advisor on this strategic M&A transaction advising Apollo Global Management owned Planetcast Media Services.

JB Capital sole financial advisor, Phoenix Legal & Agama Law were legal advisors, Mazars were the tax & due diligence advisor on the transaction.

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